

Welcome to the Movement



CREATIVE TOOLKIT FOR CLIMATE



Transform • Upskill • Take Action

**CREA
TIVES
FOR
CLIMATE**

ようこそ VÄLKOMMEN ΚΑΛΩΣ 'ΗΡΘΕΣ SALUT
HOŞ GELDİN स्वागत हे WITAJ مَرْحَباً WELKOM

WELCOME 🙌

Imagine a world where the creative industries drive climate solutions.

A world where **YOUR** creativity is **EXACTLY** what our planet needs.

Where you can drive positive change by doing what **YOU** do best, working in collaboration with others.

Welcome to Creatives for Climate.

Our vision is a world where creativity is used in service of climate solutions.

Our mission is to activate climate leadership within the creative industries.

This toolkit is to support you in your journey.

Let's get started 🖐️

1 Watch our onboarding video



2 Get to know the Hub



OUR STORY

How we grew as a movement.

In 2019, we started as a summit formed in response to Extinction Rebellion's letter to the advertising industry stating, "you can do anything you want - you can shift mass behaviour in a heartbeat."

We grew to a network of thousands united by a shared mission to rewrite the story of the industry as a force for good.

In 2022, we became an independent non-profit and this allowed us to build a collaboration Hub, launch anti-greenwash toolkits, and drive campaigns in support of climate solutions with a focus on fossil fuel divestment.

Today, our ambition to divest creativity from pollution to drive solutions is scaling.

In this toolkit, we highlight how you can get involved and take the next step as part of this global movement.

We're so excited you're standing with us to take your role at the forefront of change!

2019**2022****2024**

WHAT WE DO

How we transform the industry from driving pollution to scaling solutions

● MOVEMENT BUILDING

Building a global movement of change-agents divesting their talent from high carbon clients and learning new skills to become creative climate leaders.

[The Hub](#)[Courses](#)

● INDUSTRY ALLIANCE

Building an alliance of agencies divesting from fossil fuel clients and collaborating to raise the bar on ethical new standards.

[Ethical Agency Alliance](#)

● CLIMATE ACTIVATIONS

Partnering with climate organizations to drive campaigns in collaboration with our network of creatives and agencies.

[Creative Activations](#)

OUR NETWORK

We bring creatives, agencies and climate organizations together.



CREATIVES

We provide pathways to take action, gain new skills, and become creative climate leaders.



AGENCIES

We champion ethical agencies, provide opportunities to collaborate with frontrunners, and collectively champion new standards.



ORGANIZATIONS

We activate our network of creatives and agencies to mobilize and support your cause.

What unites us all is our commitment to mobilizing the power of creativity to fuel climate action. Below, we outline how we support creatives to become climate leaders!

01

MAKE THE COMMITMENT

Five values bond us together as a movement and form our commitment.

Sign the commitment

Sign, become a member
and get the badge



02

JOIN THE HUB

The Hub is a free global digital village where our network comes together to share, collaborate and learn.

This 'hub' is for members that have signed our commitment and a place where they can gain support, share events, find climate jobs, meet new people, and so much more!



In the Hub you can 🌱

👋 Introduce yourself to 3500+ creatives

📰 Keep up to date with What's New

📅 Join free welcome webinars or in-person events

🧠 Ask a question or learn from others

And so much more!

The Hub is a place **for climate organizations** to share research, reports or calls to action.

It is also a place **for agencies** to showcase their creative approach to tackling climate challenges.

Everyone is welcome.

Join the hub

Get to know the Hub

03

BECOME A SUPPORTER

The supporting membership is for creatives looking to supercharge their impact, and support us!

Led by our team and in partnership with experts from our community, this option provides access to coaching calls, curated resources, the communicating climate change course, global chat groups, and so much more.

As a supporter you can 📌

Access monthly coaching calls on climate communications

Access curated learning resources including a 20+ webinar library

Join global chat rooms and opportunities to represent the movement

Access the upcoming 'communicating climate change' course

Access exclusive discounts on additional courses

New free courses and much more!



Our webinar library contains **20+ workshops to watch** covering key lessons in climate communications and driving change.

[See the Library](#)

Become a supporting member

04

TAKE COURSES

The Academy is designed to bridge the knowledge gap in climate communications!

Our courses provide pathways to up-skill to build new careers, tackle greenwashing, become a change agent, and transform the industry for good.

We take a “prac-ademic” approach to building learning journeys and issue certification upon completion.

Curious to see what's inside?

👉 **Watch** the webinar on building your climate career with The School of Life

👉 **Watch** the launch of the Greenwash Watch course



Become a Sustainability Marketeer



Become a Change Agent

[Explore the courses](#)

05

STEP UP AS A LEADER

We create opportunities for our community to take a leading role in shaping our efforts by supporting them to build their own local community on the ground.

Our global chapter programme **empowers** creatives to activate their local region, with the goal to create leadership roles and **diversify** the knowledge in the network through a bottom up approach.

To date, we have run events in Lagos, Nigeria, Copenhagen, Denmark, London, UK, Amsterdam, Netherlands, Auckland, NZ Aotearoa and Berlin, Germany and are seeking to expand in new regions!



[Learn more about our global events](#)

FOR AGENCIES

**As an alliance,
we work to
influence industry
to drive climate
solutions.**

The Ethical Agency Alliance is made up of industry frontrunners walking the talk on climate action.

The goal of the alliance is to accelerate the shift across the marketing, advertising and PR industry from pollution to solution.

It is not just a network, it's a catalyst for change and a platform for sharing knowledge and raising the bar.

Who is in the alliance so far?



and more...

Learn more about The Alliance

FOR SOLUTIONS



The magic of the movement comes to life when we mobilize the collective potential of the network in support of environmental solutions.

[Learn more](#)

What does that look like?

Since 2019, we have harnessed the collective potential of our network in support of over 10 campaigns.

Our work has generated thousands of creative assets and captured millions of eyeballs across the international press.

Past partners include:

Greenpeace, Fridays for Future, Clean Creatives, Comms Declare, Planet Tracker, For the Love of Bees, Oxfam, Extinction Rebellion and more.



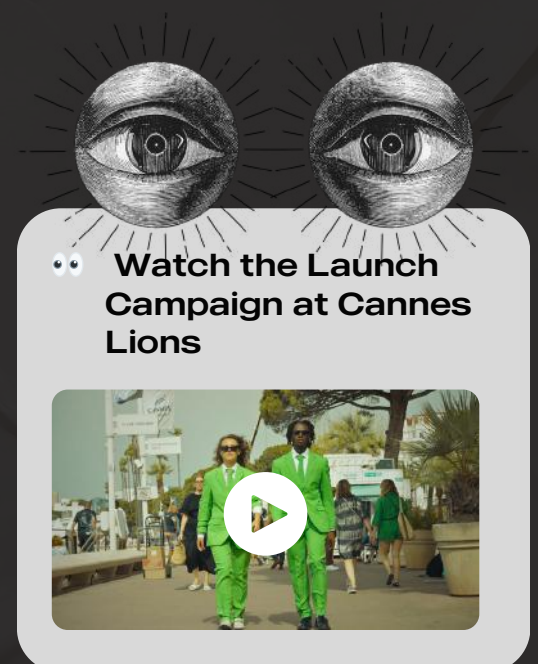
The Greenwash Swatch is a free tool to help creatives learn to spot, identify, and call out greenwashing.

DOWNLOAD THE SWATCH

The Greenwash Swatch is licensed under Creative Commons for anyone to download and use.

Based on a framework created by think tank Planet Tracker, it identifies an increasingly complex greenwashing landscape — including new trends such as greencrowding, greenrinsing, and greenshifting.

Free to download



WHY JOIN US?



Are you a creative?

Everyone is, but we mean that in a professional sense ;)

NO

YES

Do you own or manage an agency?

NO

YES

Do you work with an organization in the climate space?

NO

Are you an activist?

NO

YES

Your secret is safe with us!

Are you interested in Climate Movement?

NO

YES

Through our alliance, we spotlight ethical agencies and provide opportunities to collaborate with frontrunners.

Join the Alliance

Through our Hub and global network we drive partnerships to activate our network to advance your cause.

Join the Hub

Through our tools we provide creatives with pathways to take action, meet allies, gain new skills, and become creative climate leaders.

Go to tools

WHY SUPPORT US?



The marketing, advertising and PR industry is driving growth for the world's worst polluters, the worst of which are fossil fuel companies.

The Intergovernmental Panel on Climate Change (IPCC) has confirmed that emissions from fossil fuels are the dominant cause of global warming - and failing to limit global warming will result in irreversible and devastating consequences for both human populations and the environment.

We are part of a network of actors working to dismantle the social license of the influence industry.

We intentionally build a positive narrative around the 'green' transition, tackle misinformation head on, and activate industry insiders to advance our mission - all while building a global network to support climate solutions to scale.

Thank you for standing with us in this effort!



Become a supporting member

CLIMATE ACTION, MADE EASY

To change everything, it takes each
and every one of us.



**Another world IS possible -
we are the future, now!**

Meet you on the Hub 🙌



[Learn more about us](#)